

Your Pet, Our Passion.®

# Meet Purina

Creating richer lives  
for pets and the people  
who love them

Daniel Rodes, DVM, PhD

Dec 2025

BUSINESS CONFIDENTIAL

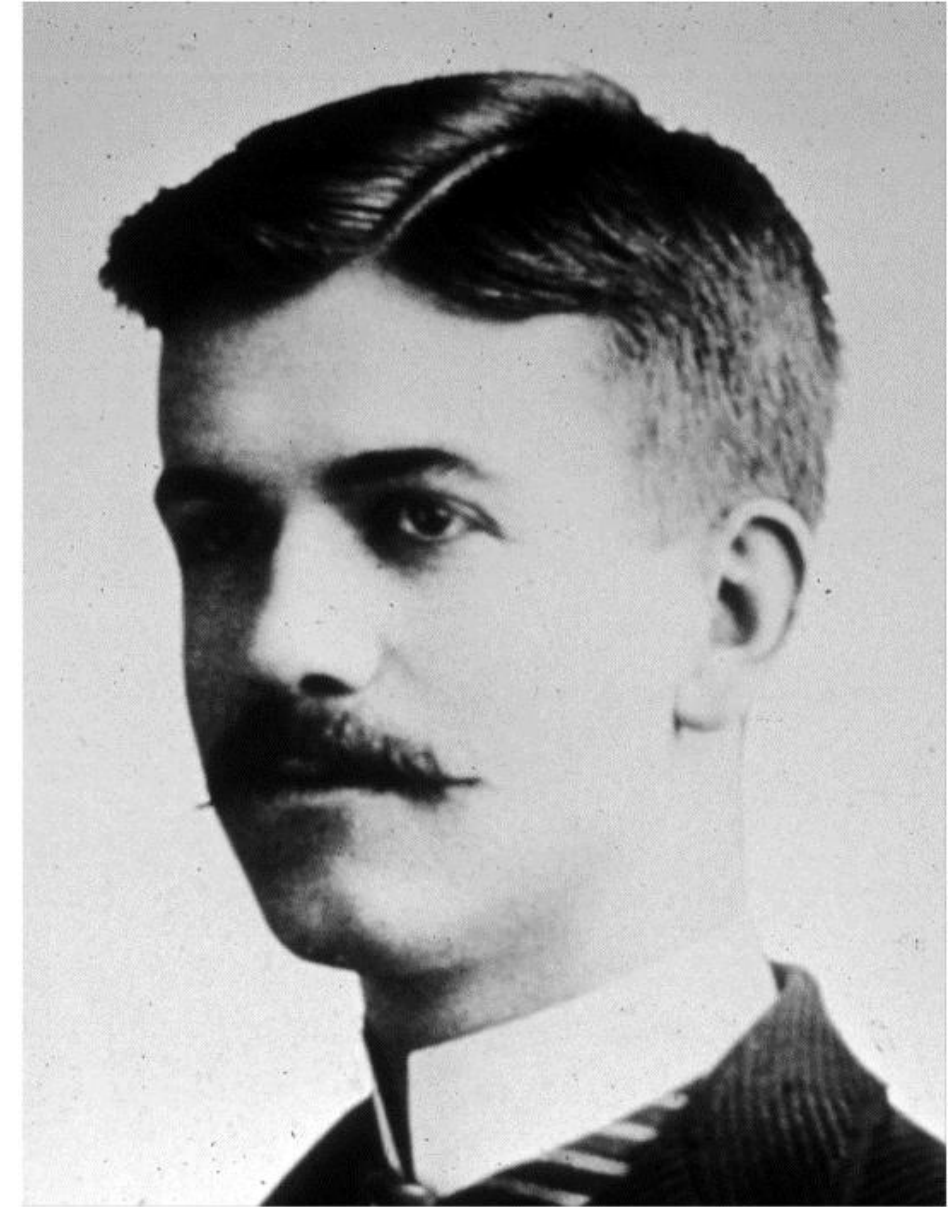
# Our History

## 2019 marked a milestone in our history: Purina's 125th anniversary

In 1894, **William H. Danforth**, entered the business of feeding farm animals and founded the company in St. Louis, USA. The name was changed only few years later to Ralston Purina leading to the birth of our strong corporate brand, PURINA, which tried to represent Danforth's ambition to deliver **the best and purest nutrition for animals**.

What started as a business to better feed animals quickly became a passion to improve their lives by delivering unsurpassed nutrition and scientific breakthroughs. In 1926, **Purina led the industry by opening the first research centre dedicated to animal nutrition**, establishing itself as a pioneer in the field and clearly starting the journey to shape the future of Petcare.

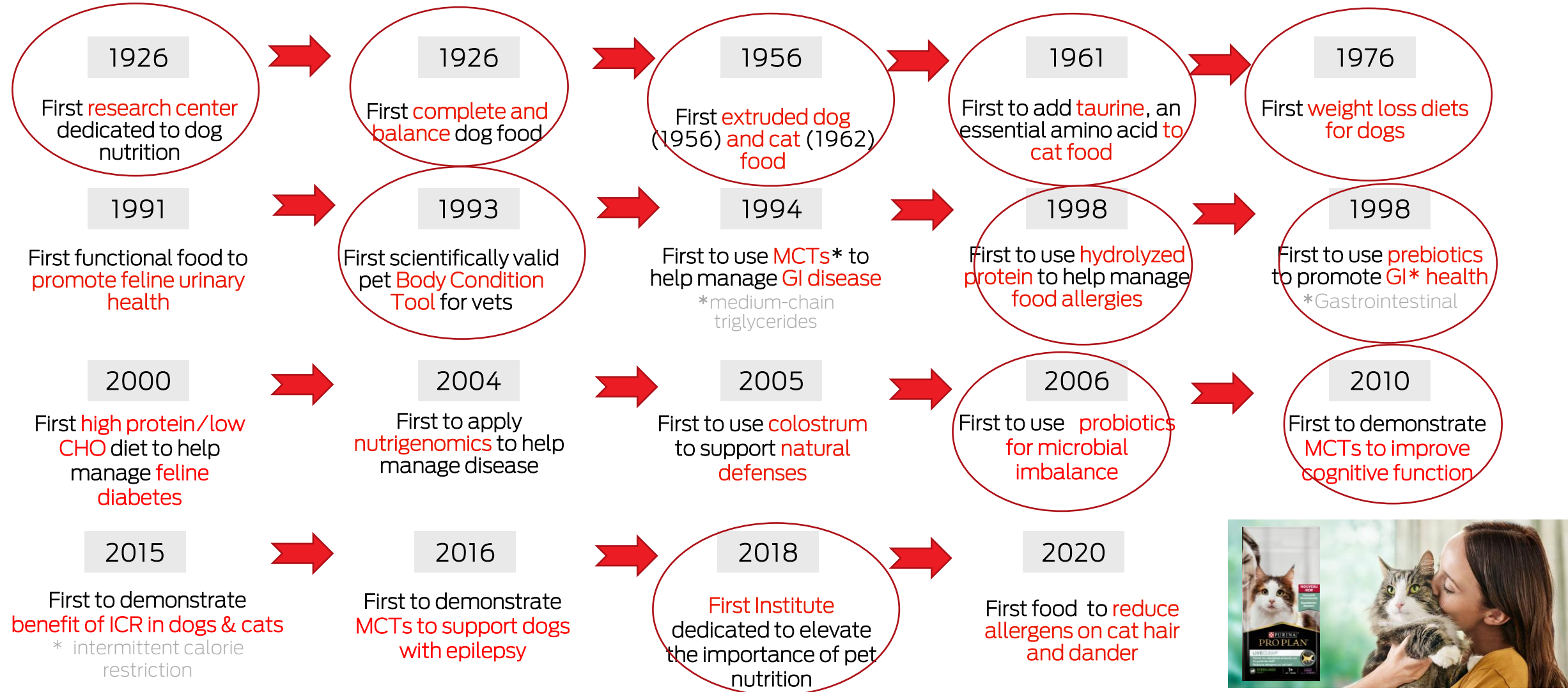
In 2001, **Purina was acquired by Nestlé**, who were already investing in pet food, bringing together a strong complementary portfolio of products, but more importantly, **uniting unique scientific knowledge and expertise from both companies to create one of the world's leading scientific authorities in petcare and wellbeing**.





# Our history of “Firsts”

Pioneering Science and Innovations that has helped drive the pet food industry forward





# Our People

An organisation of passionate pet loving people across the globe

Our people are pet owners and lovers themselves, who share our belief and are fully committed not only via their job but also through volunteering in their local communities to improve every day the lives of pets and the people who love them!



# Our Brands

We are proud to make EMENA's most loved and trusted pet food brands

Over 125 years' worth of expertise have gone into best-known and best-loved brands with high quality nutrition and great taste pets love.

We understand that few things matter more than the health and happiness of our pets. Which is why each of our foods is formulated by PURINA® experts to provide 100% of the nutrients pets need, so your pet stays healthy, today and tomorrow.





# Our Purpose

A clear purpose defines why we exist and aligns our actions

While petfood is and will be at the heart of what we do, it is not all that we do. For many years we have had a strong global purpose that guides all our actions:

Creating richer lives for pets  
and the people who love them

A purpose that is built on our heritage and our belief:

When pets and people bond,  
life becomes better

We are strongly committed to make a difference in the life of pets and pet lovers, but also with positive impact on the communities and the planet that we all share, through our Purina Commitments.

#WeAreBetterWithPets



# Where and how we make an impact

We are committed to making a positive impact on the health of **pets**, **people**, and our **planet**. We've made great progress so far, and we'll continue to re-imagine what we do - and how we do it - to create lasting change.



## Purina in Society (PinS) Commitments

2016

First presented in 2016, our Commitments were created by listening to stakeholders and understanding what matters to them in relation to our business and to society.

## PinS Report 2016

2016

'Healthy love' campaign launched to combat pet obesity

6 countries establish pet adoption partnerships

60% spend of direct materials responsibly sourced

## PinS Report 2018

2018

>100K contacts with consumers, of which 13K related to petcare advice

Responsible pet ownership programmes in 9 countries reach over 800K children

100% of our soya is traceable

## PinS Report 2022

2020

37 New Products launched

All artificial colourants removed from our products

209 PetsatWork Alliances established

> 3500 tones packaging saved

## Purina Commitments 2023 - 2030

2022

Launched during the 2022 BetterwithPets Forum, these six new commitments show how Purina is leading the way in shaping the future of petcare.

Original PinS commitments achieved by 2023



# Accelerating action to protect our planet

Net zero greenhouse gas emissions by 2050 – *Nestlé Group commitment*

## Evolving our packaging

## Responsible sourcing and regeneration of soil and ocean ecosystems

## Manufacturing and Logistics

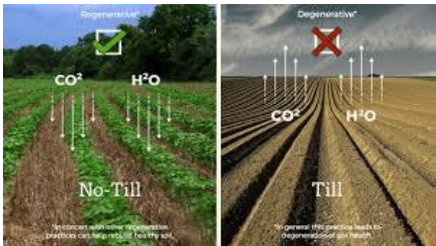
## Transforming our product portfolio

We're working to make the packaging material across our entire range reusable, or recyclable by 2030



Using material that is 100% recyclable (where recycling technology exists)

We're working closely with farmers, suppliers and communities to support the regeneration of soil and ocean ecosystems



Regenerative Agriculture



Sourcing Partnerships



Supporting seaweed and seagrass restoration projects

We're ensuring a sustainable approach to our manufacturing processes and logistics



100% Renewable Electricity



European Clean Trucking Alliance

We're innovating to provide new healthy, nutritionally balanced products, driven by a commitment to reduce environmental footprint



Using upcycled ingredients



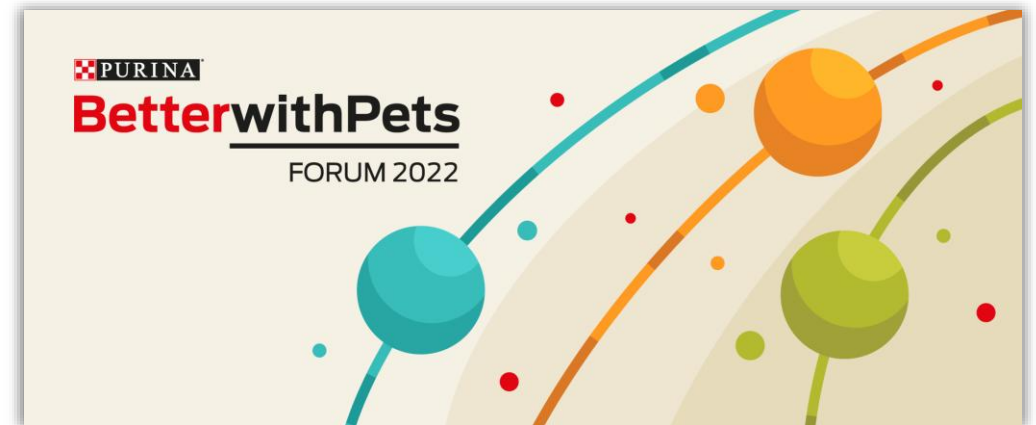
# Our Partners

Beyond the bowl, PURINA is committed to making a difference locally together with our partners.

We recognize that to achieve meaningful social impact it is key to collaborate and partner because only *together change happens*.

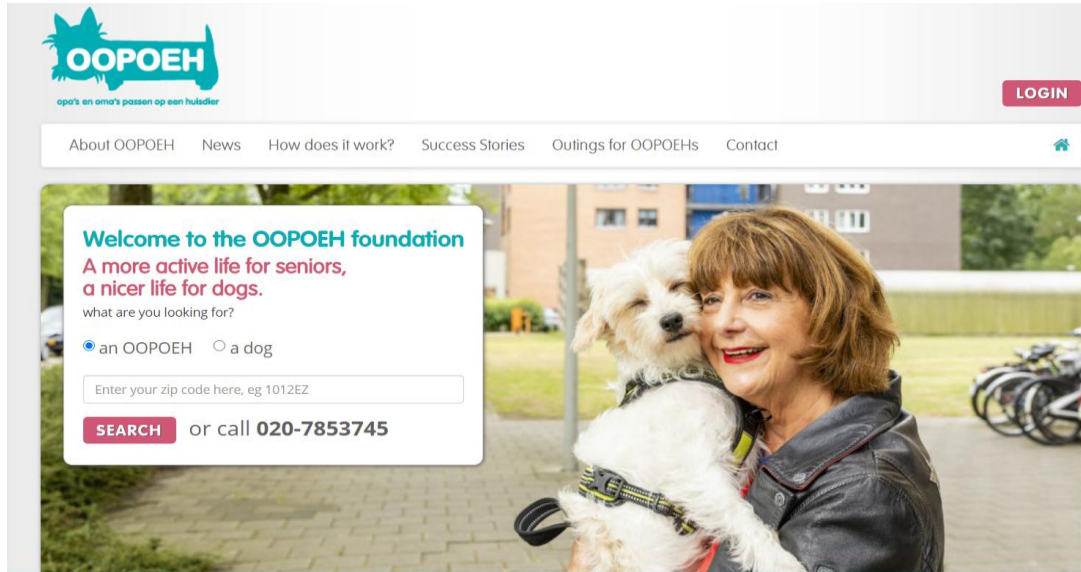
That's why we work historically and locally with many organisations. Key examples are the 47+ Partners we have across more than 15 countries supporting and promoting pet adoption; and the 209 companies who have joined our PetsatWork Alliance opening their offices doors to dogs.

Our BetterwithPets Forum helps us to connect with new partners, and the BetterwithPets Prize helps us identify new partners to work with as our Purina Commitments evolve.



# Our BetterWithPets Prize Winners

Social entrepreneurs whose businesses harness the power of the pet-human bond with societal impact in mind



## The OPOEH Foundation Netherlands (Winner of 2018 Prize)

The OPOEH Foundation hopes to reduce loneliness and increase physical activity for the elderly by matching them as a dog sitter to a family in their own neighbourhood



## STREET VET UK (Winner of 2020 Prize)

StreetVet provides free, accessible veterinary care to pets whose owners are experiencing homelessness.



# Our Global Communication Campaign, Purina Cares

Purina Cares aims to raise Purina's voice and drive awareness of our actions beyond the bowl.

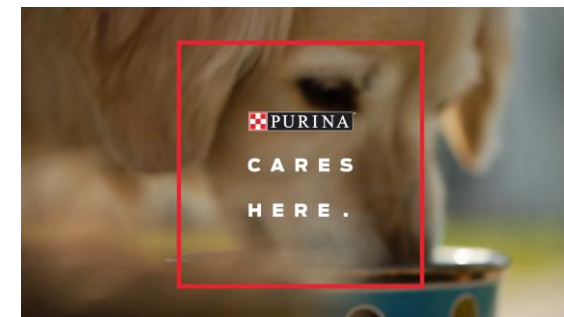
Pet food is at the heart of what we do, but it is by no means all that we do. We are committed to doing more of what matters for pets, for the people who love them and for the planet we share.



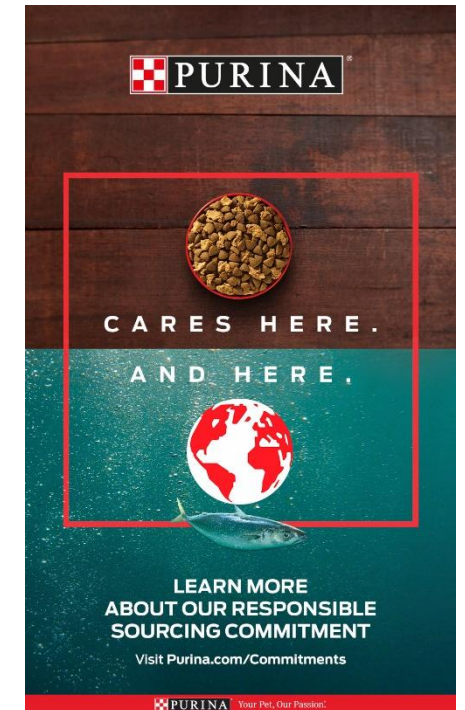
Campaign Hero Film



Responsible Sourcing



Regenerative Agriculture



Key Visual

# Our Purina Accelerator Lab

UNLEASHED, our accelerator program was launched in NPPE in June 2020, the first of its kind in Europe.

We are drivers of petcare innovation and the most attractive and trusted partner of choice.

We grow and connect the pet startup ecosystem to provide impactful solutions to pet owners.

We are a change agent to develop the test and learn mindset of Purina people and help them develop skills and capabilities of the future.

Over the last 5 years, with a personalised team of Unleashed Champs with deep pet industry experience, we have accelerated >30 start-ups to help them to grow.

animoscope

BIOKIND

BlueNalu  
innovations

BORROW  
MY DOGGY

eniferBio  
VALUE EVERYTHING

FERAGEN  
Labor für genetische Veterinärmedizin

kibus

knök

PAWESOMER

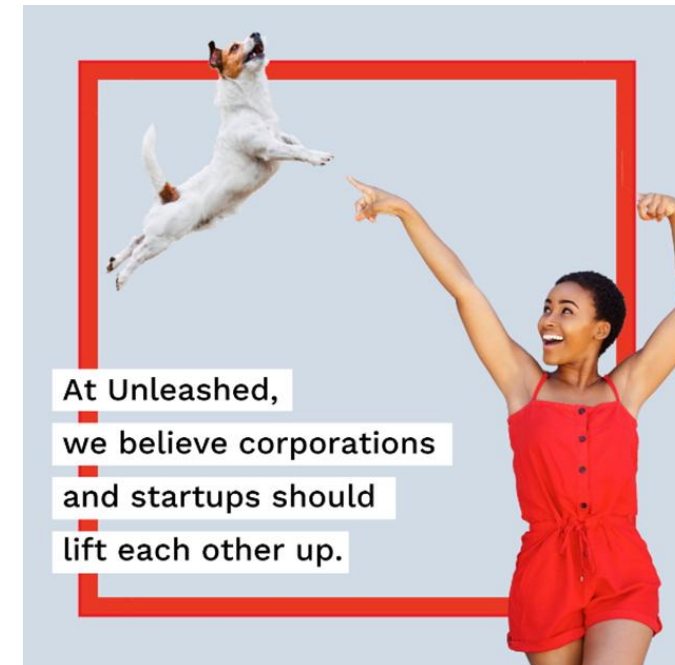
PAW  
POTS  
GIVE BACK THE LOVE

PETABLE

PuppyFat

# UNLEASHED

Powered by  Accelerator Lab



CAT in  
a FLAT

OneMind  
Dogs

MOA  
FOODTECH

NATU

Scorpet

vetwork  
petcare at home



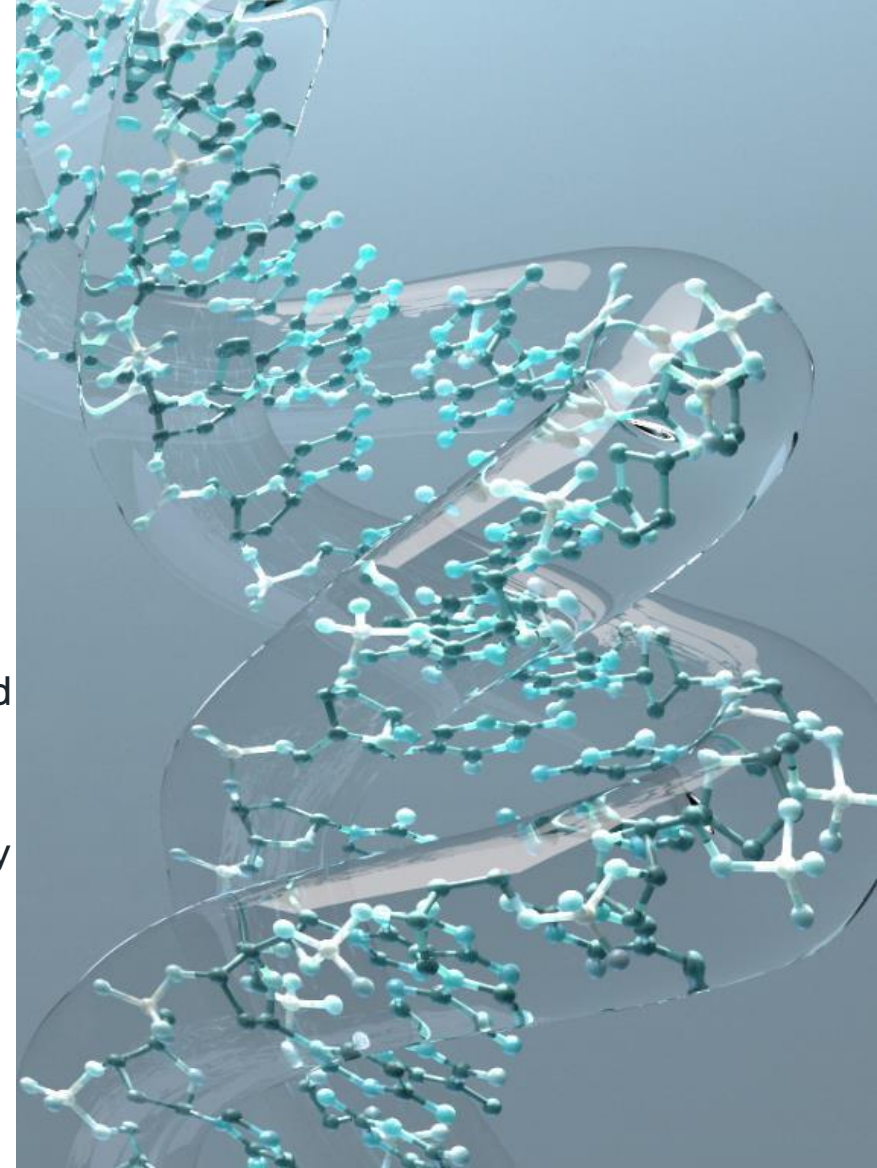
# Our Science

## Pioneering in the Science of Pet Health

With unique and exceptional research and development capabilities, **the Purina Research and Development (R&D) Network is composed of over 500 scientists** (veterinarians, nutritionists, animal behaviourists, microbiologists, nutritional biochemists and immunologists) and is a vital **part of the wider Nestlé R&D Network**, which comprises a team of **more than 5,000 people**.

**Our R&D network is passionately driven since 1926, by unleashing the power of nutrition to help all pets live better, longer lives.** Starting by imagining a world where pets live longer and even the most challenging health issues can be effectively managed through nutrition, they apply unrivalled scientific expertise in pet nutrition, physiology and behaviour to make new discoveries and push boundaries **creating real nutritional solutions that make a profound difference.** As such we have written history with many “firsts” innovations and scientific discoveries, supporting drive the pet food industry forward.

**In 2018**, we also went one step further by **launching the Purina Institute**, the global voice of Purina’s science. With a solid foundation of science, the Purina Institute seeks **to elevate the topic of pet nutrition with veterinarians** to drive conversations with pet owners about the important role that scientifically-based nutrition plays in the overall health of their pets.



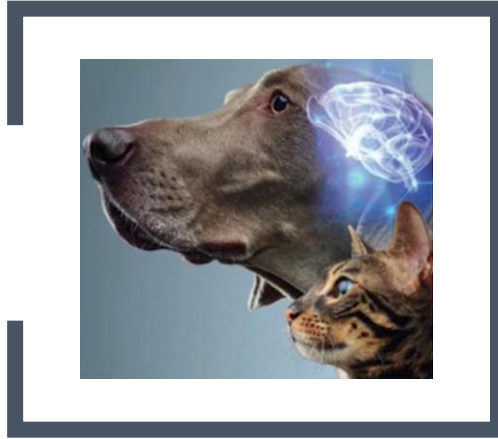
 **PURINA** Institute

Advancing Science for Pet Health

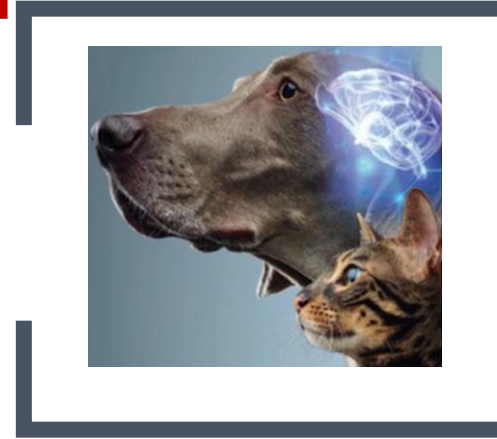
# Remarking the high power of nutrition



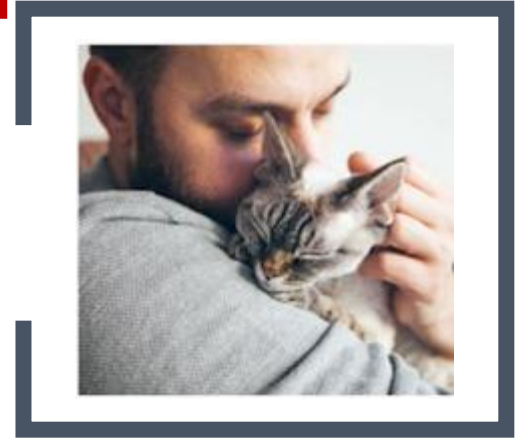
**Purina**  
**demonstrated life**  
**extension** keeping  
dogs in lean body  
mass



**First dog diet**  
**clinically proven** to  
improve canine cognitive  
function  
**First diet clinically proven**  
to keep cognitive function  
in older cats



**First dog diet**  
**clinically proven** to  
reduce epileptic  
seizure frequency  
and seizure free.

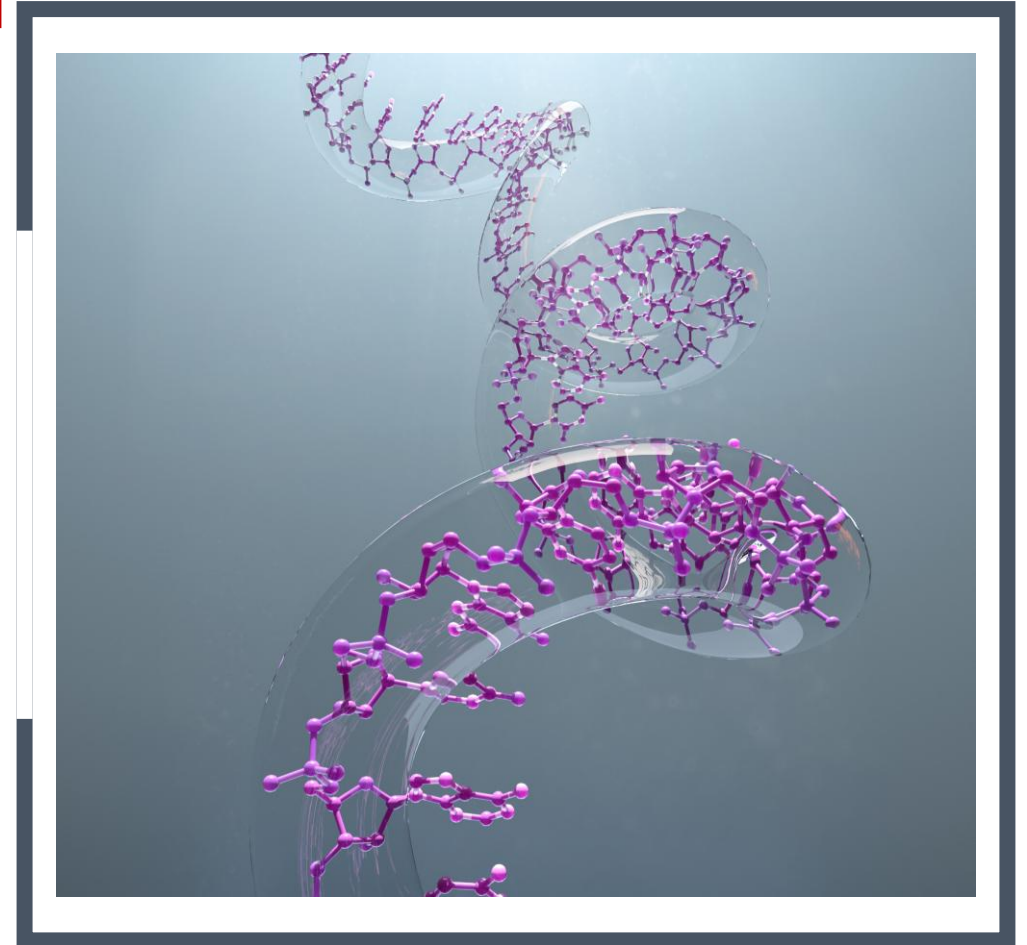


**For the first time in history,**  
**Purina scientists demonstrate**  
**a proactive way** to  
significantly reduce the active  
levels of the major cat  
allergen, at its source in cats'  
saliva



The Purina Institute  
is a global professional organization  
that serves as the voice of Purina's  
science.

- **We are focused solely on the science  
- not on products or product claims.**





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